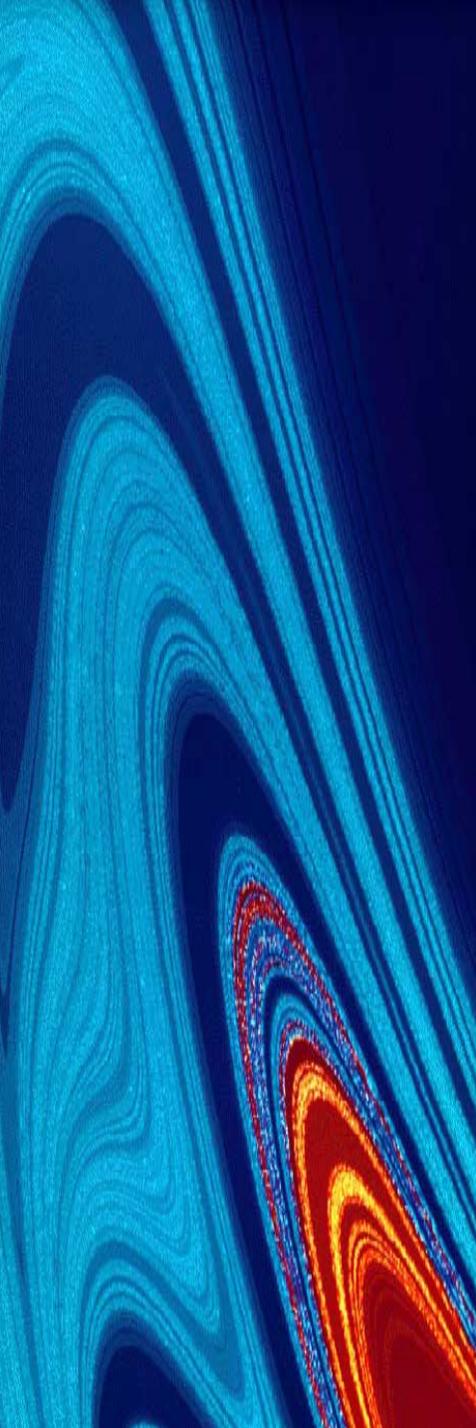
An abstract, wavy pattern in shades of blue and red, resembling a stylized flame or a liquid surface, occupies the left side of the slide. The colors transition from deep blue on the left to bright red and orange on the right, with intricate, swirling details.

Targeting and Evaluating Public Health Communication

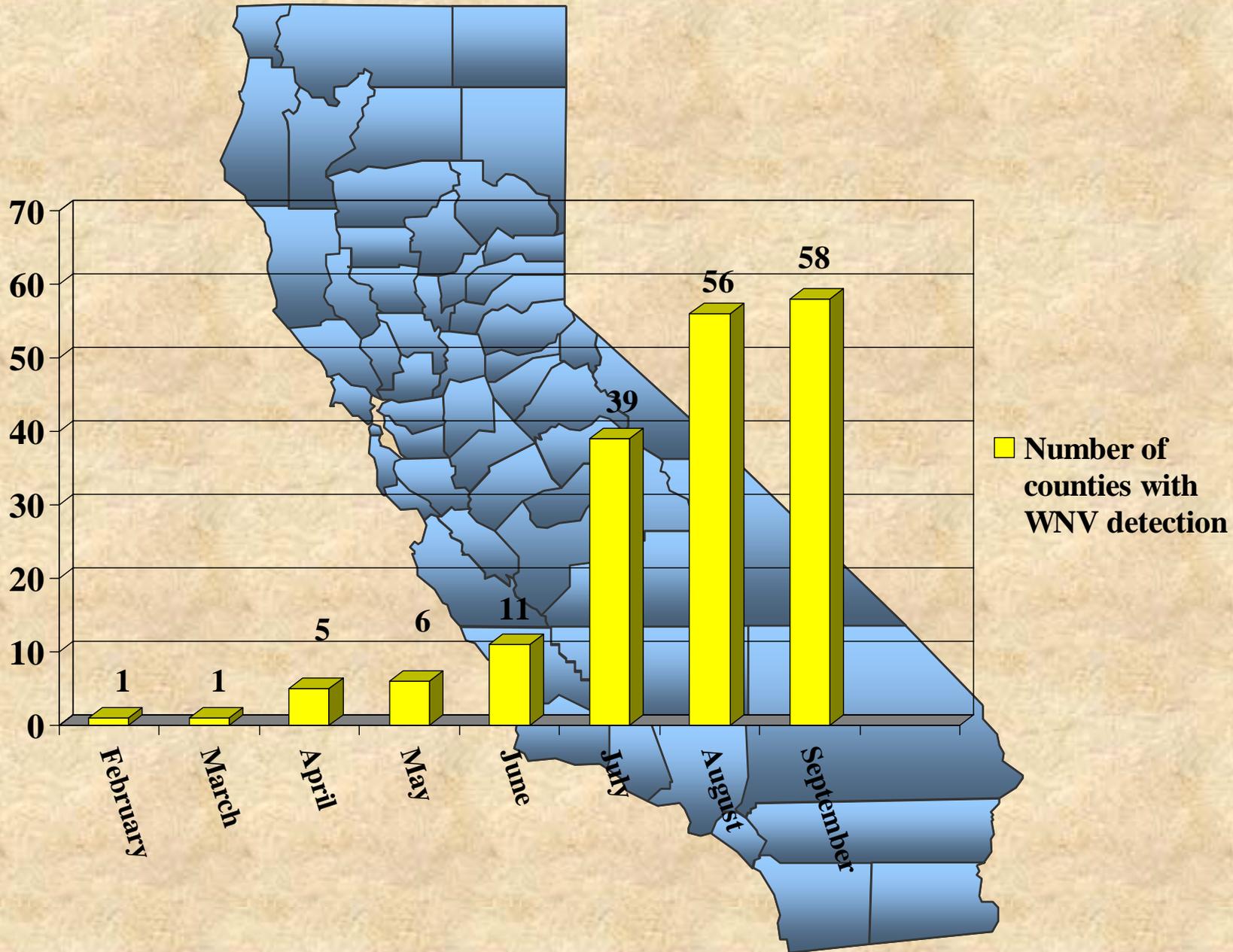
**Rosanna Westmoreland
California Department
of Health Services**

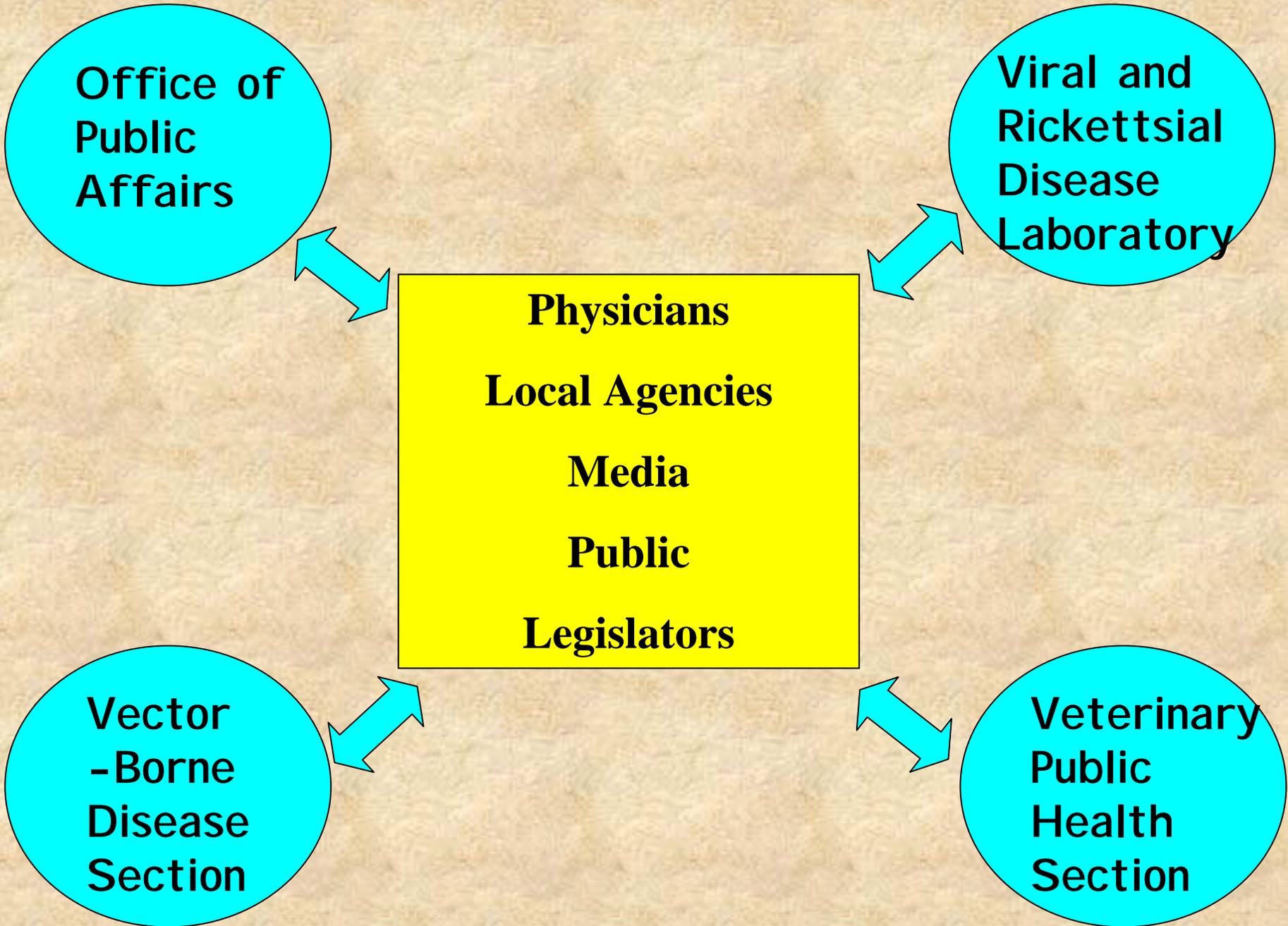


Introduction

- **Retrospective of California's 2004 Public Education Efforts**
- **Mid-Stream Enhancements**
- **Evaluation Data**
 - **Harvard Study**
 - **LA County Survey**
- **Embracing 2005**

Rapid Progression of WNV in California, 2004





**Office of
Public
Affairs**

**Viral and
Rickettsial
Disease
Laboratory**

Physicians
Local Agencies
Media
Public
Legislators

**Vector
-Borne
Disease
Section**

**Veterinary
Public
Health
Section**

**FIGHT
THE BITE!**



**JOIN THE
"SWAT TEAM"**

**AGAINST
WEST NILE
VIRUS**

Choosing a Message

- Thank you Colorado!
- California adapted the “Fight the Bite” materials
- In addition links were provided to CDC materials on the web

**FIGHT
THE BITE!**



**JOIN THE
"SWAT TEAM"**

**AGAINST
WEST NILE
VIRUS**

General Message Content

- **What is West Nile virus**
- **Eliminate standing water**
- **Use Repellent**
- **Report Dead Birds**

2004 Approach to Getting the Word Out

“Our goal was to hit everyone, everywhere they went...on the radio when they were stuck in traffic, in the newspaper, on TV, at the market, at the drug store.”

Kelly Middleton

Public Information Officer

San Gabriel Valley Mosquito and Vector Control District

**FIGHT
THE BITE!**



**JOIN THE
"SWAT TEAM"**

**AGAINST
WEST NILE
VIRUS**

Mobilizing Our Networks to Get the Word Out

- **Local Health Departments**
- **Vector Control Agencies**
- **Other Public Agencies**
- **Large Employers**
- **Legislators**

**FIGHT
THE BITE!**



**JOIN THE
"SWAT TEAM"**

**AGAINST
WEST NILE
VIRUS**

Results

- **Partners customized and distributed:**
 - **161,000 West Nile virus brochures**
 - **132,000 postcards**
 - **40,500 wallet cards in English and Spanish.**
 - **40,000 door hangers**
 - **15,000 posters**



Media Efforts

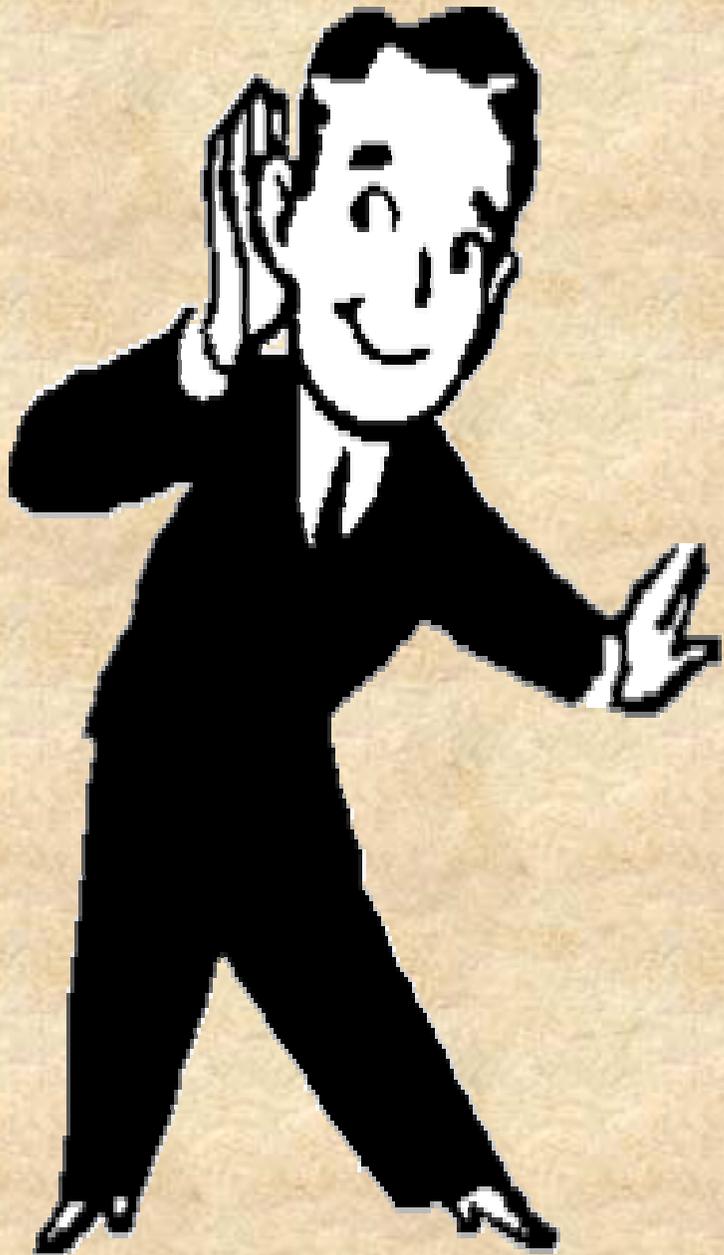
April to November, 2004

- **350 Public Service Announcements distributed to radio stations and other major media outlets**
- **11 press releases issued to 340 media outlets and public health departments**



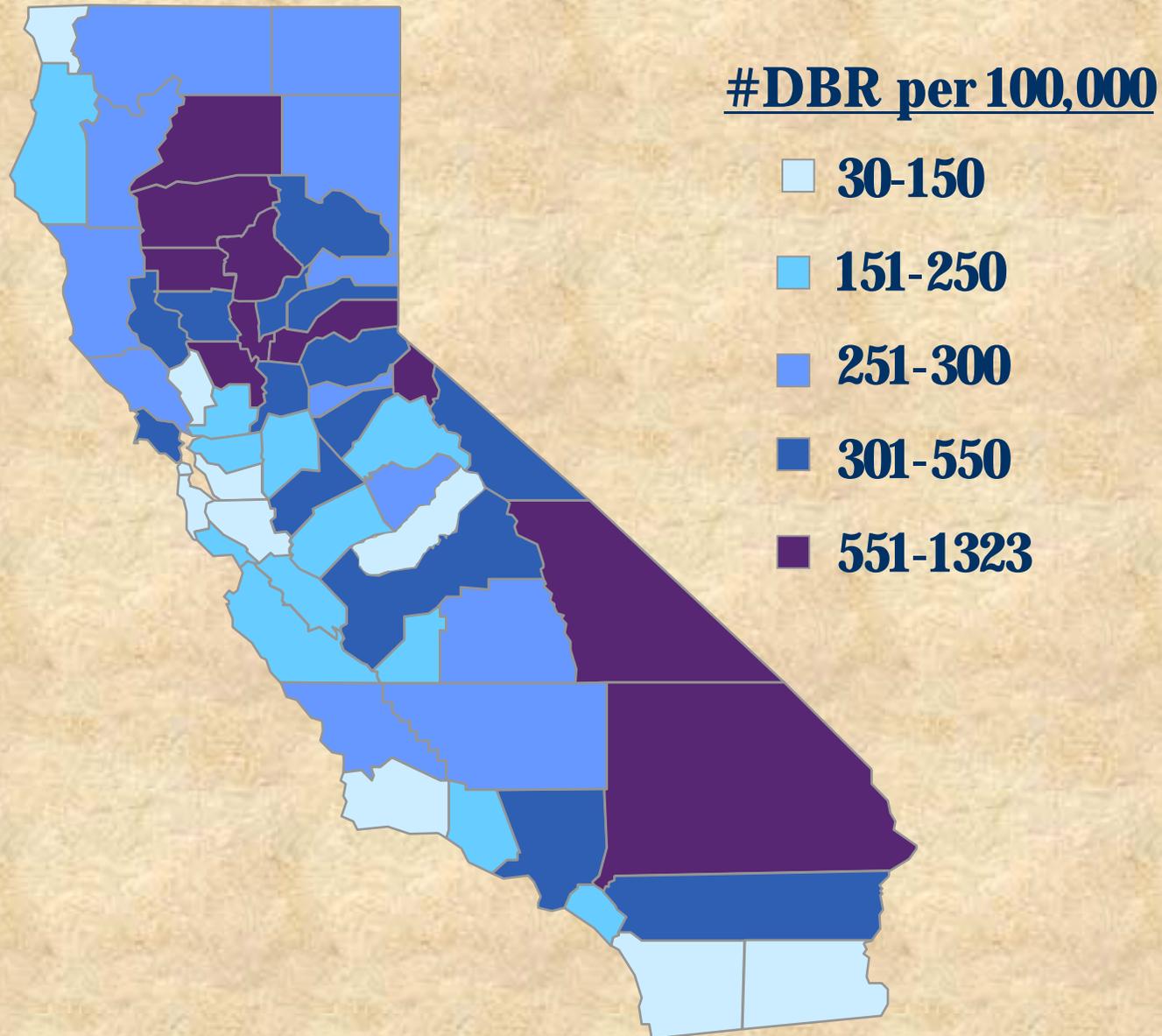
Media Results

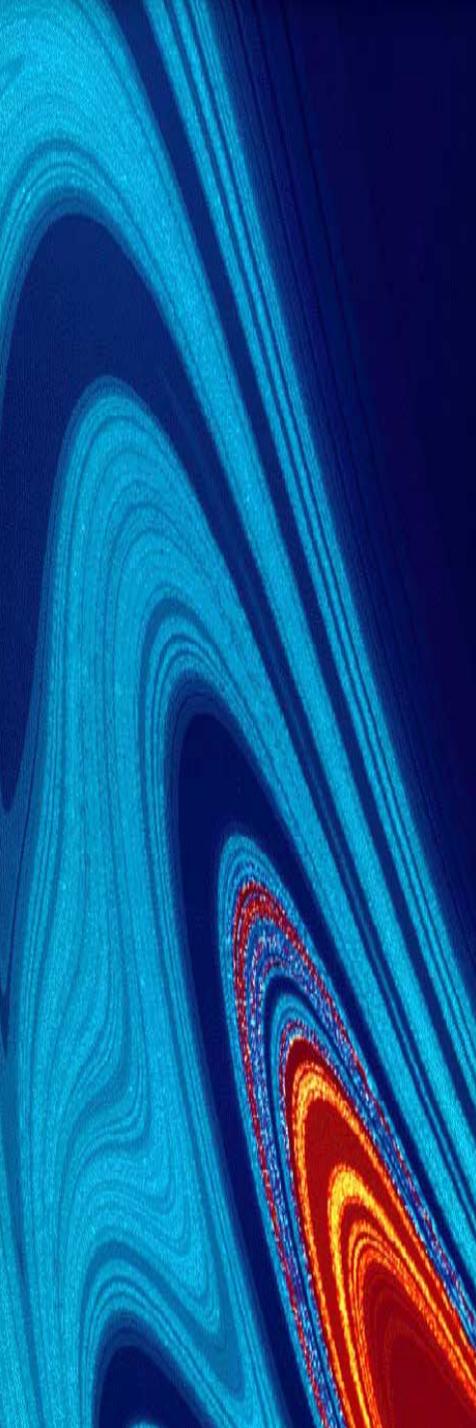
- **Staff fielded 440 media calls and coordinated interviews**
- **From the 22 major print publications monitored 250 pertinent clips were logged**



**Did the Public
Hear our
messages?**

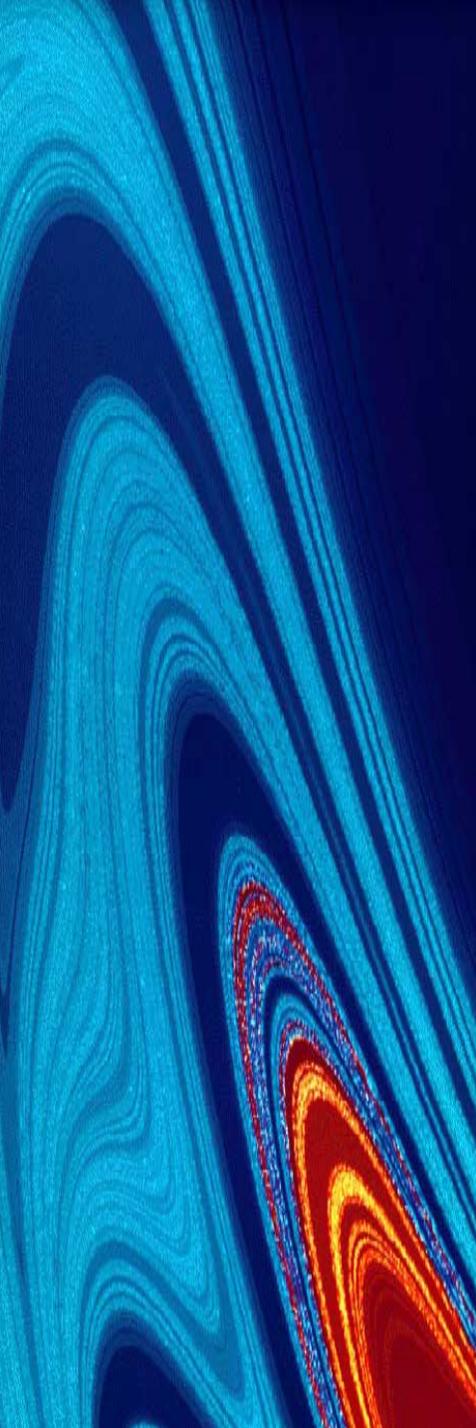
Number of Dead Bird Reports per 100,000 people





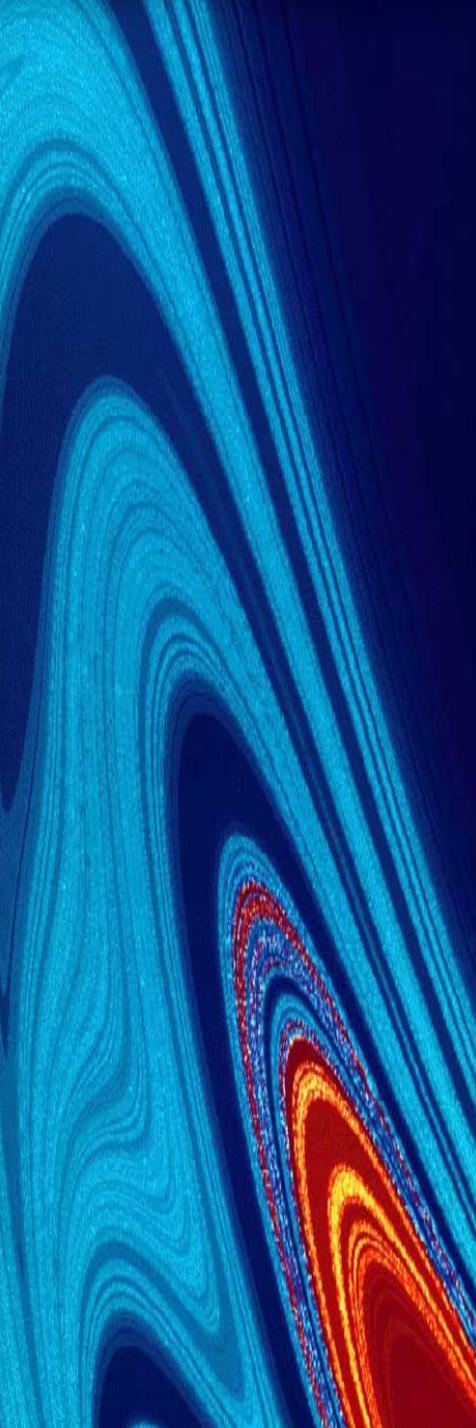
Mid Stream Enhancements

- **CDC Communication and Education Team**
- **Stakeholder Calls**
- **Website Enhancement**
- **A Point Person for Public Education**



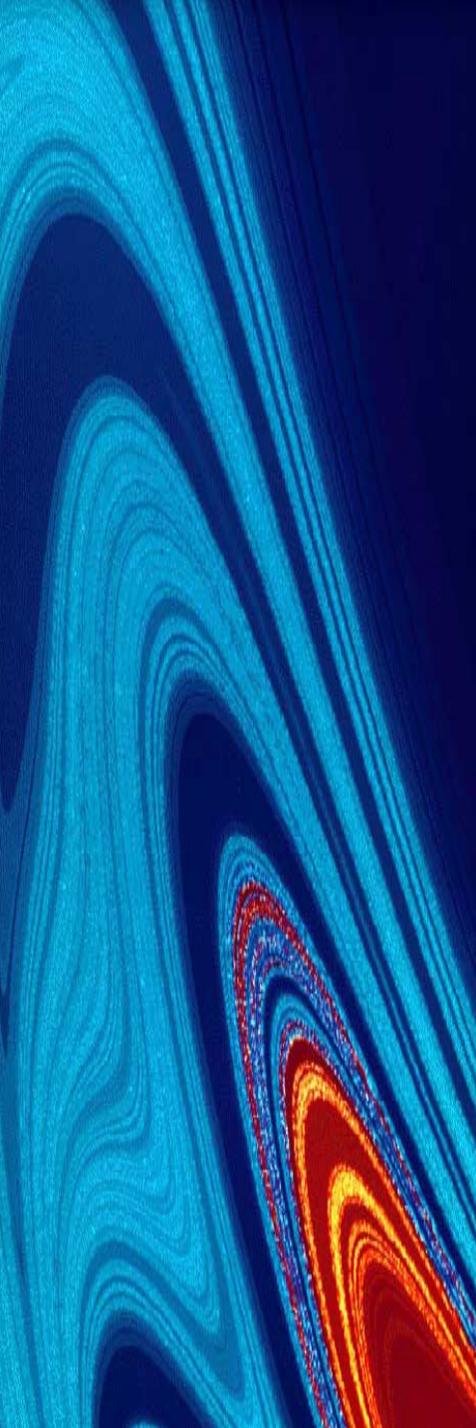
Results: Stakeholder Calls

- **Stakeholders identified a need for and CDHS and CDC developed:**
 - **Plain language materials**
 - **Ethnically diverse materials**
 - **A mechanism to share resources**



Results: Website Enhancement

- **CDC Web Team and California Web Staff**
 - Redesigned www.westnile.ca.gov
 - Easy for public to find information
 - Easy for media to find statistics
 - Multiple links to information and downloadable materials



Results: Public Education Point Person

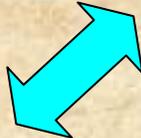
- **Public Health Education Specialist added to team**
 - **To work across specialties to coordinate messages**
 - **To provide technical assistance to local agencies**

**Office of
Public
Affairs**



Health Program Specialist

**Viral and
Rickettsial
Disease
Laboratory**



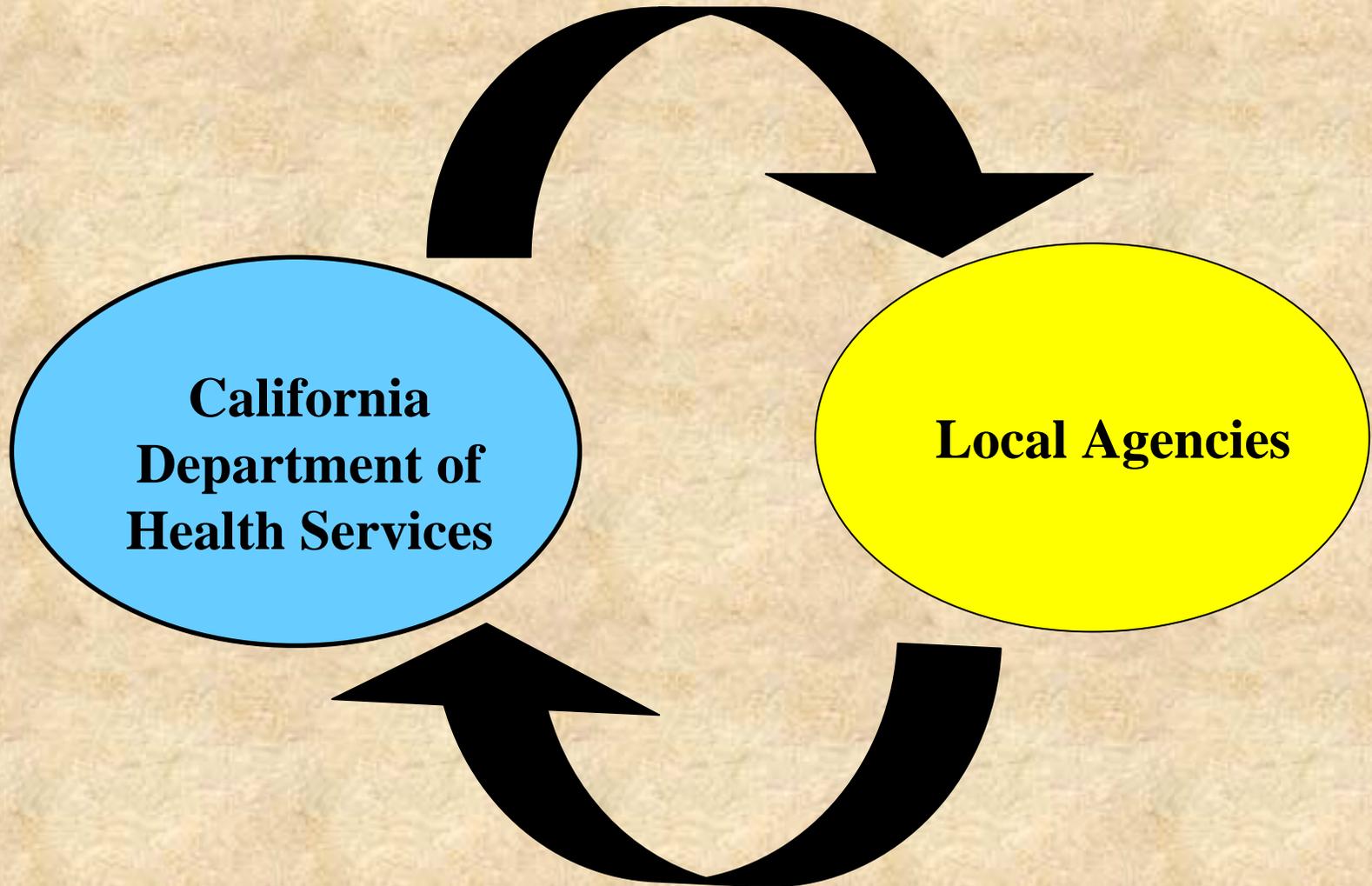
**Vector
-Borne
Disease
Section**



**Veterinary
Public
Health
Section**



Statewide Public Health Education



Evaluation Data

- **Harvard School of Public Health Study
August 2004**
- **Los Angeles County Survey of Residents
About the West Nile Virus
September/October 2004**

Harvard Behavior Study

September 2004

The Three States with Highest Number of Human Cases of West Nile Virus, 2004



2 - Arizona
345 human cases
5 deaths
Taking precautions: 35%



1 - California
392 human cases
12 deaths
Taking precautions: 36%



3 - Colorado
225 human cases
2 deaths
Taking precautions: 58%

Taking precautions nationally: 55%



Findings from a Survey of Los Angeles County Residents About the West Nile Virus

Paul Simon, MD, MPH

Director, Office of Health Assessment and Epidemiology

Elizabeth Baraban, MPH PhD

EIS Officer, Health Assessment and Epidemiology

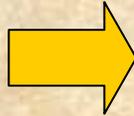
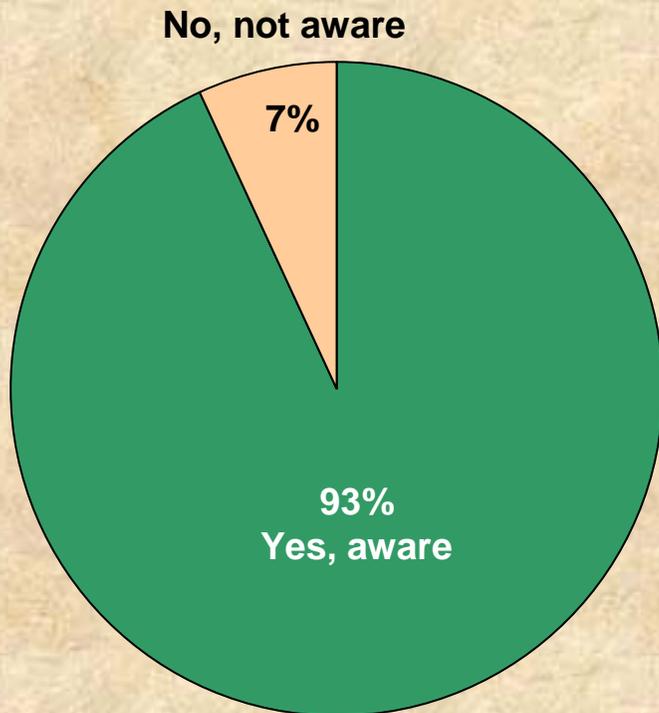
Los Angeles County Department of Health Services

Survey conducted by

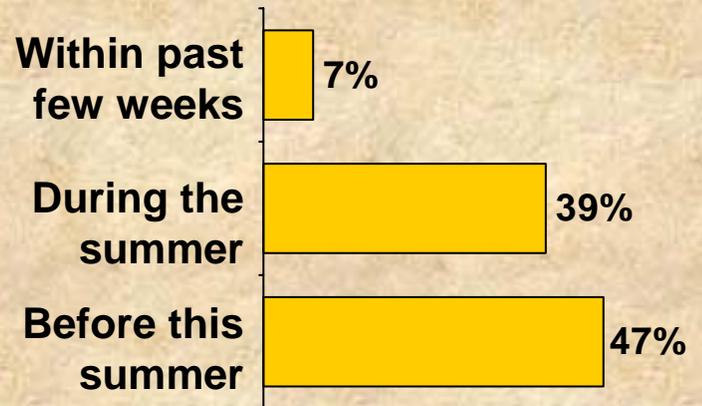
Field Research Corporation

September 28 –October 1, 2004

Nearly All County Adults Have Heard of the West Nile Virus

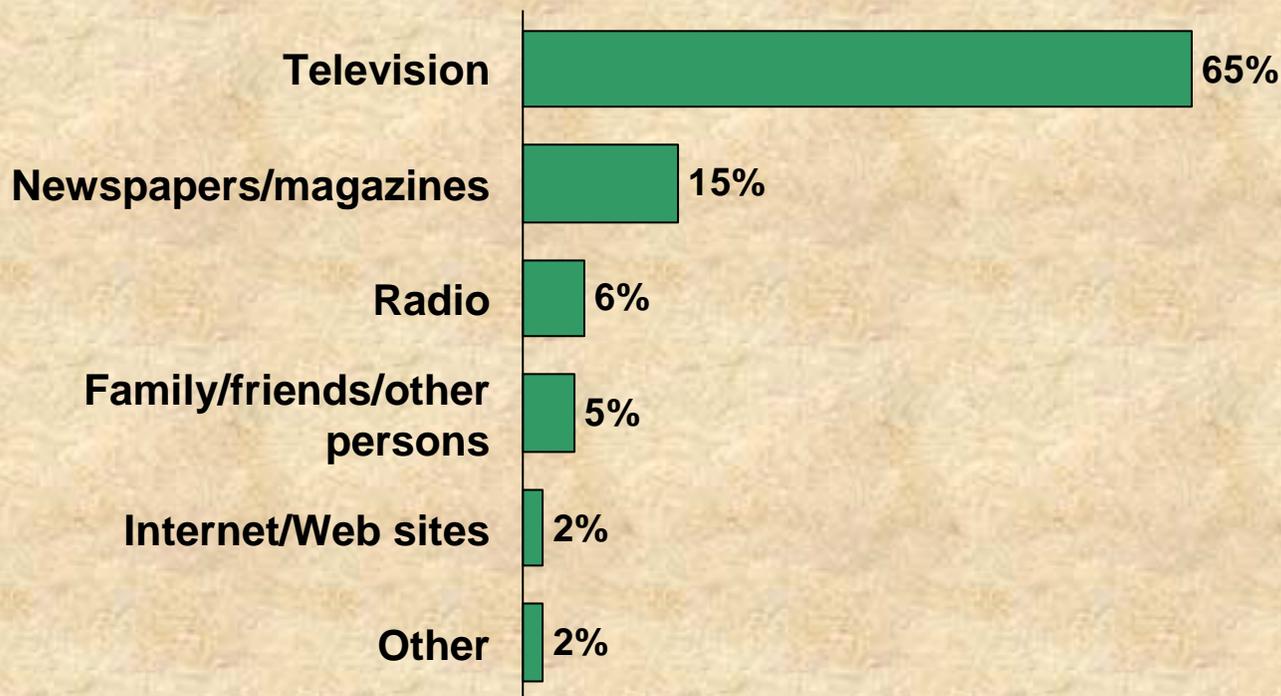


When did you first hear about WNV?



Source questions: Q1, Q2 (n = 801 adults)

Television Is Where Residents Received Most of Their Information About the West Nile Virus

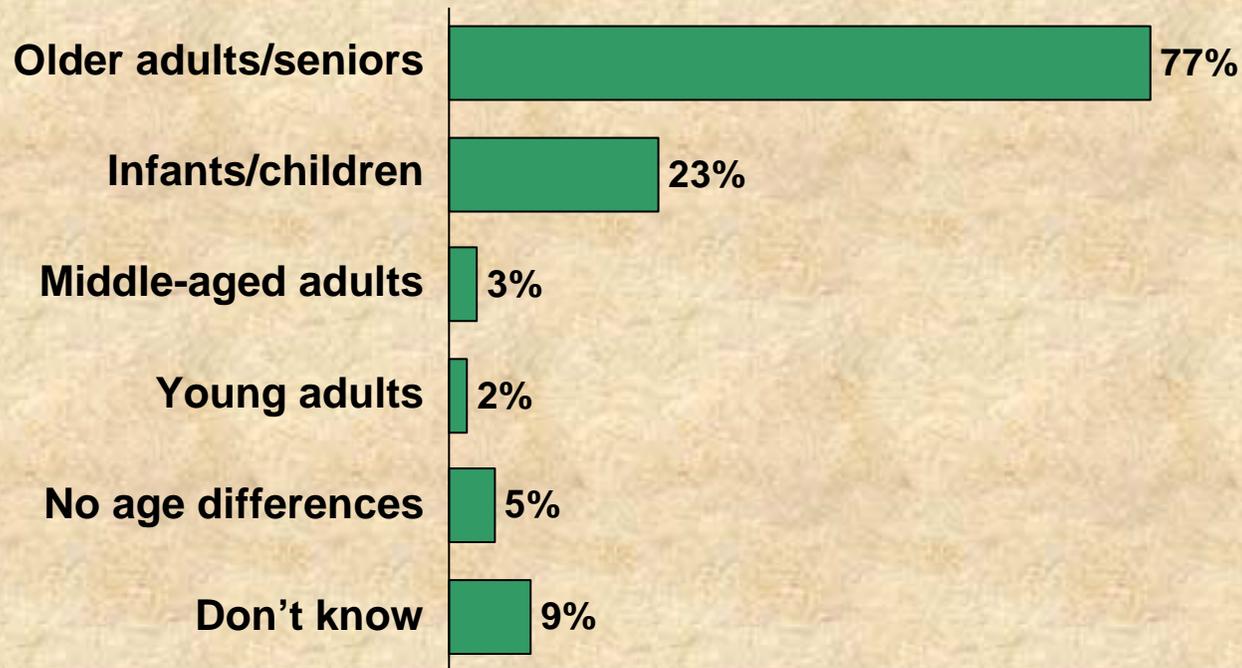


** Adds to more than 100% due to multiple mentions*

Source question: Q3 (n = 801 adults)

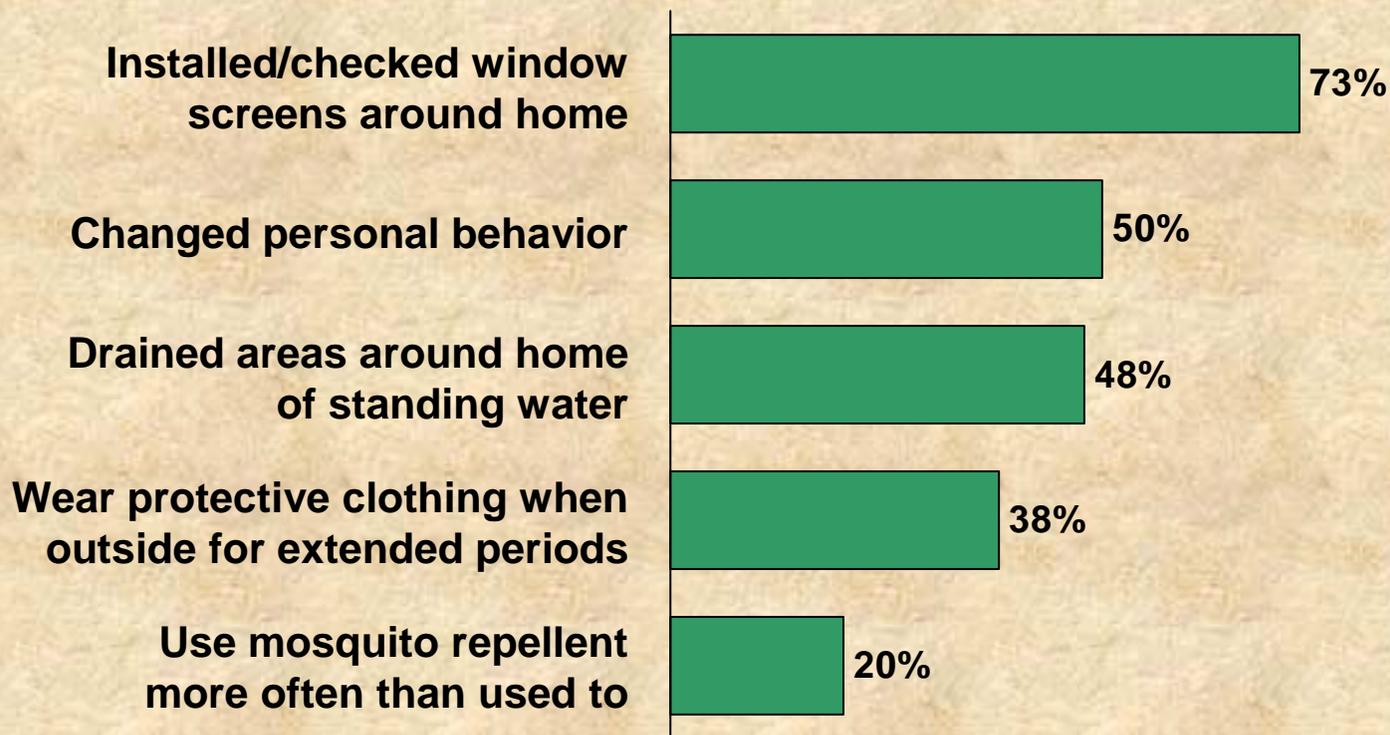
Note: Asked of all residents, except those hearing about WNV for the first time

Greater Than Three in Four Correctly Believe Older Adults/seniors Are Most Vulnerable to Get Sick and Die From West Nile Virus



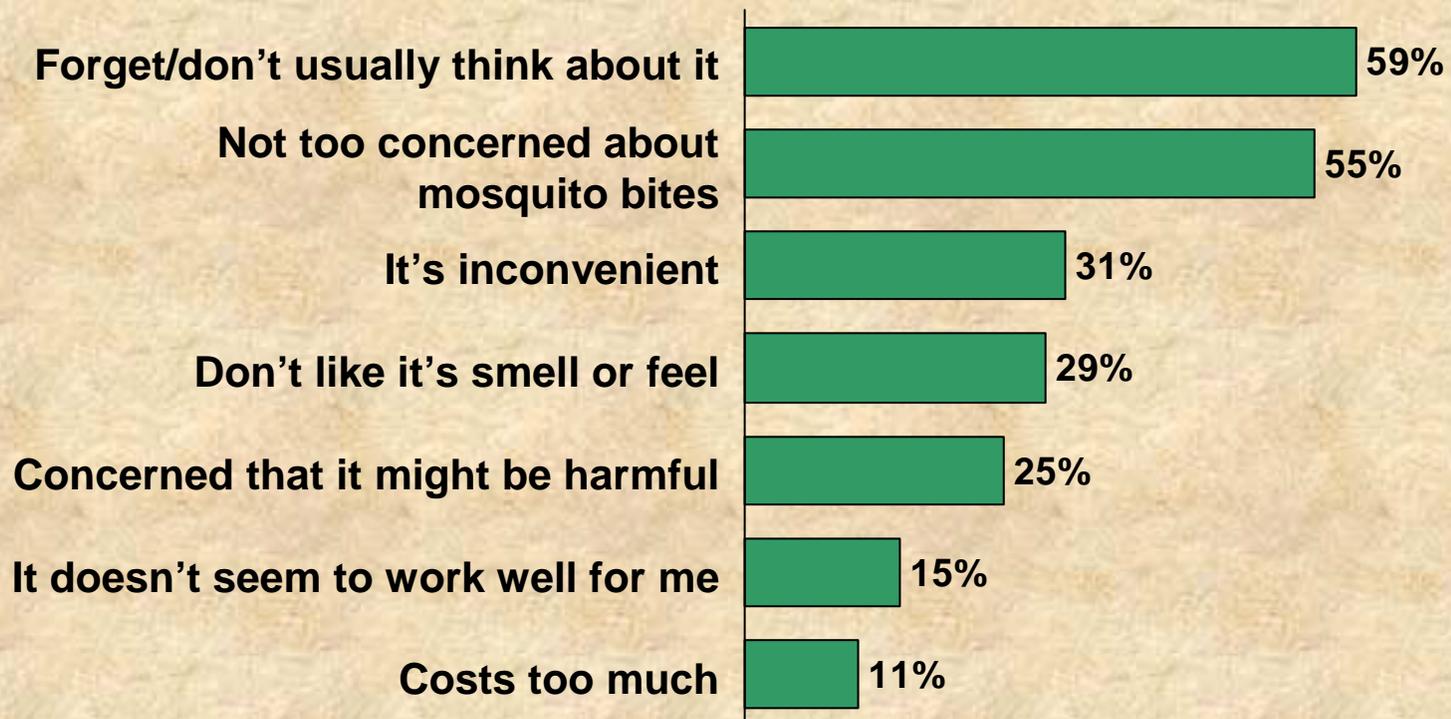
** Adds to more than 100% due to multiple mentions
Source questions: Q4 (n = 801 adults)*

Public Reports Taking a Number of Actions to Reduce Chances of Being Bitten by Mosquitoes



Source questions: Q10, Q11b, Q13a-c (n = 801 adults)

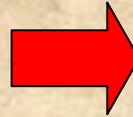
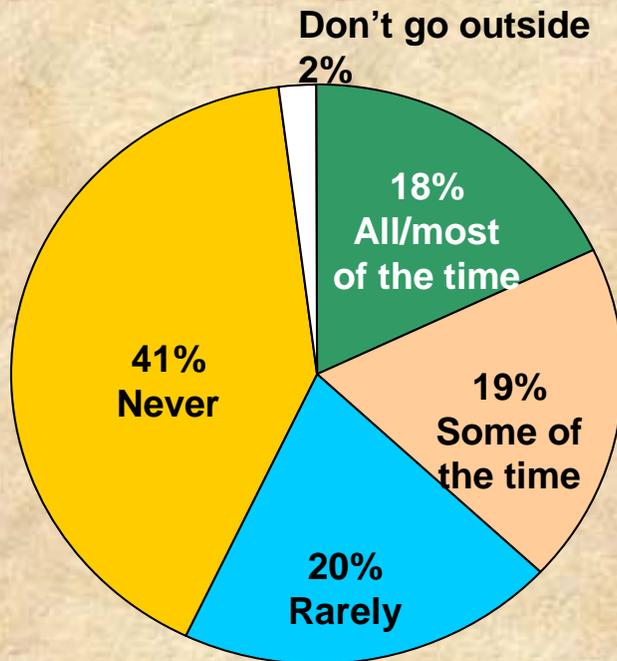
Varied Reasons Offered for Not Using Mosquito Repellent



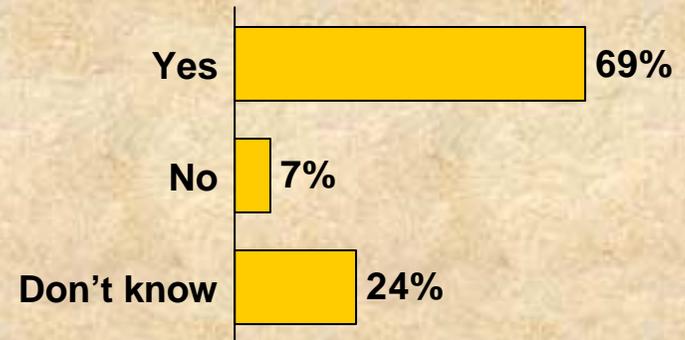
Source questions: Q12a-g

Asked of those who said they use mosquito repellent only some of the time, rarely, or never. (n = 640 adults)

Just 18% Report Using Mosquito Repellent All or Most of the Time When Outside for Extended Periods or When Mosquitoes Might Be Present



Does the mosquito repellent
you use contain DEET?*



Source questions: Q11a, Q11c (n = 801 adults)

Asked of those who said they use mosquito repellent all, most or some of the time. (n = 293 adults)

Embracing 2005

- **Media**
 - **Redistribute electronic and print PSA's**
 - **Schedule proactive media releases to follow 2004 message patterns, including requests for the public to report dead birds**
- **Public Education**
 - **Provide assistance to counties to incorporate messages that emphasize behavioral changes**
 - **Use DEET-based repellents**
 - **Drain standing water**
 - **Implement a system for producing and distributing public education materials to counties with limited resources.**

My Omi and Me

